

PROPOSAL

An **ECONOMIC  
DEVELOPMENT  
PARTNERSHIP**  
to Support Small  
Businesses



**South of Market Office**

1083 Mission Street, 2nd Floor  
San Francisco, CA 94103  
415.553.4433

**Western Addition Office**

1290 Fillmore Street, Suite 106  
San Francisco, CA 94115  
415.567.4137

[www.urbansolutionsSF.org](http://www.urbansolutionsSF.org)

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**URBAN SOLUTIONS** fosters the well-being of disadvantaged communities by helping to increase neighborhood commercial vitality, strengthen small businesses, create jobs, encourage diversity and promote sustainability.



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Despite uncertain economic times, the entrepreneurial spirit has not diminished in low-income neighborhoods. Urban Solutions is dedicated to helping small business owners succeed, particularly those operating in disadvantaged neighborhoods.

As we focus our efforts on business attraction and retention, access to capital, and increasing the vitality of low-income communities, your support is crucial. We also need your support to grow our Green Business Program, which helps businesses green their operations and works to ensure that low-income communities have a place at the table as the green economy unfolds.

**We invite you to join us in 2010 as an Economic Development Partner.** We offer opportunities for recognizing major contributors at our Meet & Greet events throughout the year. These are mixers held at our clients' businesses with a short program including speeches by staff, public officials, donors and a presentation of an award to a client or community partner. Our form is on page 15 at the end of this proposal.

Please read more about how our innovative economic development services are creating strong communities. I also look forward to hearing your plans for the 2010-11 year.



Sincerely,

A handwritten signature in black ink that reads "Jenny McNulty". The signature is written in a cursive, flowing style.

Jenny McNulty  
Executive Director

*Jenny@urbansolutionsSF.org*

415.553.4433 ext 103

Supporting

**SMALL BUSINESS**

## MEET & GREET EVENTS

Urban Solutions' first mixer of 2010 on JANUARY 7 drew 150 people to one of our client businesses, 1300 on Fillmore restaurant, with speaker State Senator Mark Leno. Infin8 Sync, a production and creative events



company owned by twins Melonie and Melorra Green, received Urban Solutions' Social Entrepreneurship Award presented by Ximena Delgado of Bank of America, one of our major supporters.

**You are invited to support us at our upcoming mixers so we can keep these networking events free to the community:**

On JUNE 8, San Francisco Treasurer Jose Cisneros and Board of Supervisors President David Chiu will be our speakers at two adjacent eateries we are helping to open on Folsom Street between 6th and 7th, Fondue Cowboy and Moya, an Ethiopian restaurant.



On NOVEMBER 18, our mixer will be held at Gussie's Chicken and Waffles in the Fillmore District. We will be inviting two public officials to speak as well.



*"Urban Solutions helped us get started and is devoted to helping our family business flourish."*  
– Mui & Wing Leung, Mission Cleaners

Since 1992, Urban Solutions has been providing services to meet the economic development needs of the San Francisco Bay Area. Our comprehensive services to small businesses and communities include:

- business plan development
- financial management
- access to capital
- loan packaging
- marketing strategies
- community workshops
- business attraction
- facade and tenant improvement program management
- commercial corridor revitalization
- merchant organizing
- sustainability consulting
- real estate financing
- leasing assistance

## URBAN SOLUTIONS BY THE NUMBERS

Small business clients served:  
**4,097**

Number of loans approved:  
**314**

Amount of loans approved:  
**\$19,438,589**

Average loan:  
**\$62,303**

Number of jobs created by our  
small business clients:  
**527**

Number of jobs retained by our  
small business clients:  
**126**

Percentage of clients without a  
business who started a business  
one year after receiving  
services:  
**93%**

Percentage of existing  
businesses that were still in  
business more than one year  
after receiving services:  
**88%**

Your

## RECOGNITION & BENEFITS

By becoming an URBAN SOLUTIONS Economic Development Partner, you will receive the following:

### PLATINUM \$25,000+

- Top recognition at all of our 2010 Meet & Greet events with a speaking opportunity at one of the events and your option of a public check presentation.
- Spotlight on your company as an Economic Development Partner in one e-blast to our full mailing list.
- Press release about your contribution as an Economic Development Partner.
- Facebook announcement about your support.
- Logo recognition on Urban Solutions' web site.

### GOLD \$10,000+

- Special presentation by your company of an Urban Solutions award to a small business client or community partner at one of our 2010 Meet & Greet events.
- Logo recognition as an Economic Development Partner on e-blasts for Meet & Greet events.
- Name recognition on Urban Solutions' web site.

### SILVER \$5,000+

- Special recognition from the podium at one of our 2010 Meet & Greet events. Logo in promotions.
- Name recognition as an Economic Development Partner on e-blasts for Meet & Greet events.
- Name recognition on Urban Solutions' web site.

### BRONZE \$2,500+

- Logo recognition in 2010 Meet & Greet promotions.
- Name recognition as an Economic Development Partner on one e-blast.
- Name recognition on Urban Solutions' web site.

## INVESTOR

### **\$1,000+**

- Name recognition as an Economic Development Partner on one e-blast.
- Name recognition on Urban Solutions' web site.

## SUPPORTER

### Up to **\$1,000**

- Name recognition on Urban Solutions' web site.

## WORKSHOP SPONSORS

For more information about workshop sponsorships, contact [Janice@urbansolutionsSF.org](mailto:Janice@urbansolutionsSF.org).

**To become an Economic Development Partner, please fill out the form on the back page.**

## CONTRIBUTIONS BY THE NUMBERS

**\$1,000** provides one month of rent at our Fillmore office so we can continue providing community-based services.

**\$500** provides one start-up with assistance to complete their first business plan so they can begin serving low-income communities.

**\$250** provides one existing business with full services to package a loan request that will help sustain and grow the business.

**\$100** supports one site visit with a business owner in a disadvantaged community to begin showing how to save energy, water and waste.

**\$50** provides one hour of small business consultation to an entrepreneur from a low-income household or neighborhood.

A Look at our

## SMALL BUSINESS SERVICES IN THE WESTERN ADDITION

Recognizing the need for community-based services for entrepreneurs and business owners in the Western Addition, Urban Solutions began providing services in the neighborhood in 2003 and opened our Fillmore Street office in 2004.

Urban Solution has assisted a variety of home-based and retail businesses, ranging from businesses that have been in the neighborhood for 30+ years to start-ups that have brought new energy to the community. We make a special effort to work with women and people of color from low-income households, who are sustaining their families with their businesses. Other clients provide employment for the community. Of our clients, 70% are African American, 10% are Caucasian, 8% are Asian, 7% are mixed race, and 5% are Hispanic or other. In 2008-09, clients we assisted generated more than \$7 million in sales.



*"Your support makes it possible for us to help Western Addition businesses from our neighborhood office where we can work closely with them to start, sustain and expand their businesses."*

*HELEN BRANHAM, DIRECTOR OF SMALL BUSINESS SERVICES*

## FILLMORE STREET BY THE NUMBERS

Provided one-on-one consulting to **189** small businesses and entrepreneurs

Assisted businesses that created **125** jobs and retained **43** jobs

Businesses secured **42** loans worth more than **\$4.5 million**

## PARTIAL CLIENT LIST

- 1300 on Fillmore
- Adams Security Consultants
- Empress Nails
- Ethio Bay Services
- Fillmore Street Cafe
- Gussie's Chicken & Waffles
- Infin8 Sync
- Jazzy Stop 'N Go
- Jazz'z Spa and Salon
- Jean Nobles Style
- Jubili Frozen Yogurt
- Marcus Books
- Miyako Ice Cream
- New Chicago Barber Shop
- New Orleans Style Snoballs
- Planet Fillmore
- Progress Cleaners
- Sheba Lounge

## CLIENT HIGHLIGHT: Bumzy's Cookies

For four years, Sheila Harris-Young and her daughter Toni Young were operating a home-based business making gourmet baked goods from a family recipe, selling orders online. When they decided to open a store, Urban Solutions was instrumental in identifying a space, assisting with lease negotiations, helping navigate the permit process and speaking with potential contractors. We worked with them to create their business financials and advised on the development of their business plan. "From our daily conference calls, e-mails, and impromptu face-to-face meetings at her office, Helen always, without fail, knew the solutions to every issue we presented," they wrote. In 2010, Bumzy's Chocolate Chip Cookie Company will fill a vacant space on Fillmore Street.



A Look at the

## SOUTH OF MARKET COMMERCIAL CORRIDORS

Urban Solutions brings new businesses to this area, improves the facades and interiors of businesses and properties, and supports business retention as part of the Sixth Street Economic Revitalization Program funded by the San Francisco Redevelopment Agency and advised by the South of Market Project Area Committee.

With our help, small business owners and entrepreneurs have been able to provide affordable food and services for some of the most vulnerable members of this neighborhood – families, seniors, people with disabilities – as well as the diverse mix of workers from community service providers to federal employees. In a 2009 neighborhood survey of residents, employees, business owners and customers, up to 80% of the more than 300 respondents felt new businesses have improved the neighborhood and that Sixth Street is a better place to be than it was three years ago.



*"Your support helps us bring services and workshops beyond the funded areas so these businesses can survive the worst of times and thrive in the best of times."*

TRACY EVERWINE, PROJECT DIRECTOR

## SIXTH STREET BY THE NUMBERS

Vacancy rate reduced  
from **43%** to **11%**

Attracted **30** new  
businesses

Supported businesses  
that created **70** jobs

**95** facade and tenant  
improvements on  
**30** buildings

## PARTIAL CLIENT LIST

- Arkipelago Books
- Club Six
- G-Squared Hair Salon
- Launderland
- Mi Tierra Market
- Miss Saigon Restaurant
- Mission Cleaners
- Northeast Community Federal Credit Union
- The Room Ultra Lounge
- SF Print
- Sinow Optometry
- Split Pea Seduction
- Tu Lan Restaurant
- Vehicle SF

## CLIENT HIGHLIGHT: Passion Cafe

This French bistro with a rooftop garden opened in 2010 in a location formerly occupied by a liquor store and pawn shop. Owners Steve Barton and Jacques Andre worked over the past two years to restore every detail of the building using reclaimed and recycled materials. Urban Solutions helped them develop their business concept, assisted with their business plan, financial projections and build-out. We helped with their application for façade and tenant improvements, facilitated architectural design services, and provided assistance with the City permitting process. We also provided support throughout their hiring process; five of their 10 employees are from the neighborhood. We are currently securing publicity to help promote their business.



A Look at the

## GREEN BUSINESS PROGRAM

Our Green Business Program helps businesses identify ways to conserve resources and money in low-income neighborhoods. Since 2008, we have provided 26 small business clients with free sustainability consulting, helping them use water and energy more efficiently, reduce waste that would otherwise be headed to landfills, and save an average of \$1,700 annually by implementing our recommendations. Urban Solutions is itself a San Francisco certified green business.

More than 200 people attended our free green business workshops over the past two years on topics such as green financing, greening your commercial business, solar paneling on commercial buildings, and sustainability for cafes and restaurants. As a social enterprise, we are also providing sustainability consulting to paying clients to generate earned income to support our work serving low-income clients.



*"Your support allows us to increase the number of small businesses we can help by providing comprehensive sustainability recommendations."*

ANTHONY TSAI, GREEN BUSINESS PROGRAM MANAGER

## SUSTAINABILITY BY THE NUMBERS

Small businesses  
conserved **8** tons of  
carbon emissions

Saved **100,000+**  
gallons of water  
annually

Turned **36,608**  
gallons of waste  
into recyclables and  
compost

Saved **35,361**  
kilowatt hours a year

## PARTIAL CLIENT LIST

- 7 Mission Restaurant
- BrainWash Cafe & Laundromat
- Fu War Restaurant
- Marinello School of Beauty
- Maximum Mama Maternity
- Nice & Clean Laundromat
- Paladar Cafe Cubano
- Revere Academy of Jewelry Arts
- SGC Financial
- She Bangz
- Small Potatoes Catering
- Terroir Natural Wine Merchant & Bar
- Tin Restaurant
- Victory Restaurant
- Yerba Buena Market

## CLIENT HIGHLIGHT: Miss Saigon Restaurant

After receiving sustainability consulting from Urban Solutions, Miss Saigon restaurant changed their waste pickup schedule to include compost and recycling, diverting 16,000 gallons of waste per year from landfills and saving \$5,000 a year doing so. They are saving \$600 per year reducing water usage by 50,000 gallons per year with the installation of low-flow rinse nozzles and bathroom sink aerators. By adjusting freezer settings, the restaurant is saving \$3,600 a year on refrigeration. Urban Solutions is working with their food suppliers to increase Miss Saigon's use of local and organic ingredients. In 2010, owner Chi Vo will be applying to become a San Francisco certified green business.



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San Francisco Office of the Mayor

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Become an

## ECONOMIC DEVELOPMENT PARTNER

YES, I would like to help URBAN SOLUTIONS support small businesses to build better neighborhoods. Count me in as a 2010 Economic Development Partner at the following level (see pages 6-7 for benefits):

- PLATINUM \$25,000+
  - GOLD \$10,000+
  - SILVER \$5,000+
  - BRONZE \$2,500+
  - INVESTOR \$1,000+
  - SUPPORTER Up to \$1,000
- TOTAL: \$ \_\_\_\_\_

Please contact me to discuss volunteer opportunities for our employees.

First and Last Name \_\_\_\_\_

Title \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City | State | Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-Mail \_\_\_\_\_

*URBAN SOLUTIONS is a 501(c)(3) non-profit organization, federal tax i.d. 94-3158182.  
Contributions are tax deductible.*

Return this form (or a copy of it) with your check payable to "Urban Solutions" to:

Economic Development Partnership  
**URBAN SOLUTIONS**  
1083 Mission Street, 2nd Floor  
San Francisco, CA 94103

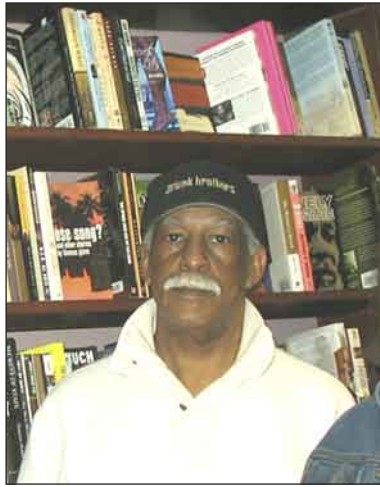
QUESTIONS? Contact Janice Lee, Development and Communications Director, at [Janice@urbansolutionsSF.org](mailto:Janice@urbansolutionsSF.org) or 415.553.4433 ext 106.

VIA FAX OR ONLINE: We will accept your pledge by fax at 415.553.4434 or your online contribution at:

[www.urbansolutionsSF.org/support](http://www.urbansolutionsSF.org/support)

*“Urban Solutions is not just a name. It’s a way of living.”*

*– Gregory Johnson, Marcus Books*



*The oldest independent Black bookstore in the country, Marcus Books is celebrating its 50th anniversary in 2010. Through Urban Solutions, the store has benefited from individual consulting, business development workshops, a Community Benefits Fund grant to build their website, a storefront redesign with Wells Fargo support, and identification of additional sources of financing to assist the business.*